



CITY OF CONCORD

NEW HAMPSHIRE

City Hall - 41 Green Street - Concord, NH 03301 - tel. (603) 225-8570 - fax (603) 225-8558

AGENDA

City Parking Committee

March 16, 2015 @ 4:30PM

City Hall, 41 Green Street, Concord NH 03301
2nd Floor Conference Room

- 1) **Overview of Agenda (4:30PM)**
- 2) **Adoption of Minutes (4:30PM)**
 - a. Minutes of November 17, 2014
- 3) **Referrals for Recommendation:**
 - a. Magalie Lawrence / 31 Beacon Street: Request to eliminate on-street parking on Beacon Street; generally between #28 Beacon Street and Lyndon Street.
(4:35PM – 4:50PM)
- 4) **Strategic Parking Plan: Review of Recommendations with Consultant (4:50PM – 5:45PM)**
- 5) **Capital Commons Parking Garage Reorganization Plan (5:45PM – 6:00PM)**
- 6) **Other Business (if any)**
- 7) **Adjourn (6:00PM)**



City of Concord, New Hampshire

POLICE DEPARTMENT

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Bradley C. Osgood
Chief of Police

Parking Committee Meeting

November 17, 2014

Present: Jeff Bart, General Public Representative
Byron Champlin, Council Representative
Mark Coen, Council Representative, Chair
Tonya Rochette, Intown Concord Representative
Brent Todd, Council Representative

Staff: Carlos Baia, Deputy City Manager
Robert Mack, Traffic Engineer
Alison Sinisgallo, Parking Division
Matt Walsh, Director of Redevelopment, Downtown Services & Special Projects

Guests: Denis O'Connell, local resident

1. Overview of Agenda

2. Adoption of Minutes

Tonya Rochette, Intown Concord Representative moved to accept the September 15, 2014 meeting minutes. Jeff Bart, General Public Representative seconded. The motion passed unanimously.

3. Strategic Parking Plan Update with Consultant Team

Representatives of Nelson Nygaard, the consulting firm hired by the City of Concord to create the Strategic Parking Plan, briefed the committee on their preliminary findings. As part of this effort, the consultants exhibited a 128 slide PowerPoint presentation. General discussion about the project schedule also occurred.

4. Referrals for Recommendation

a. Richard Kelly / Concord Barber Shop: Request to establish 1 hour parking in the vicinity of #198 - #205 North State Street.

Matt Walsh, Director of Redevelopment, Downtown Services & Special Projects presented the committee a referral from Richard Kelly, owner of Concord Barber Shop, located at 198 North State Street. Mr. Kelly requested that a one hour zone be established in the vicinity of 193 North State Street to accommodate his customers at his barber shop. Mr. Kelly was not present. Mark Coen, Council Representative, Chair expressed concern that imposing a time limit in the area might upset local

property owners. Byron Champlin, Council Representative expressed concern that imposing a time limit in the area might also upset local residents. Jeff Bart, General Public Representative feels that imposing a time limit on a small number of parking spaces in an area not regularly patrolled may be difficult to enforce. Mr. Bart moved that no action be taken on the request. Mr. Champlin seconded. The motion passed unanimously.

b. Denis O'Connell: Request to eliminate on-street parking on portions of Marshall, Fuller, and Oak Streets.

Mr. Walsh presented the committee a request from Denis O'Connell, resident of 4 Fuller Street. Mr. O'Connell requests that a No Parking Zone be established between 8 Marshall Street and 9 Oak Street, which would encompass all of Fuller Street. Mr. O'Connell was present and addressed the committee. Mr. O'Connell concerns stem from the narrowness of the streets. Mr. O'Connell indicated that many larger vehicles, such as garbage trucks, have difficulty making the turn from Fuller to Oak if any vehicles are parked in the area. Staff noted that representatives of the General Services Department, Parking Division, Engineering Division, and City Manager's Office had met in the field with Mr. O'Connell to review the situation and that they share Mr. O'Connell's concerns. Tonya Rochette, Intown Concord Representative moved to recommend to City Council the creation of a No Parking zone from 8 Marshall Street to 9 Oak Street. Mr. Champlin seconded. The motion passed unanimously.

c. Joe Mirante / Wallene Foote: Request to reconsider September 2014 decision concerning extension of no parking zone at corner of High Street and Summer Street in Penacook.

Mr. Walsh presented the committee a request from Joe Mirante, asking that the committee reconsider a decision made in September relative to the existing No Parking Zone on High Street, south of the Summer Street intersection. Mr. Mirante was not present to address the committee. Mr. Mirante's correspondence with Mr. Walsh indicates that school buses have difficulty turning from Summer Street onto High Street and that Mr. Mirante is concerned for the safety of children at the intersection. Mr. Walsh contacted Tom Burke, Merrimack Valley School District Director of Transportation. Mr. Burke noted that buses have had issues with limited visibility at the intersection and indicated that moving the No Parking Zone would be an improvement. Robert Mack, Traffic Engineer informed the committee that there was recently a traffic accident at the intersection. According to Mr. Mack, the accident occurred when a motor vehicle turning from Summer Street onto High Street came too close to the adjacent sidewalk. Discussion ensued. Mr. Walsh reported that the staff recommendation would be to expand the no parking zone from 33' of the intersection to approximately 105' from the intersection. Mr. Mack believes that improvements to the sidewalk tip down are needed to improve safety at the intersection. Mr. Mack suggested that construction of a "bump out" could enhance safety in the long-term. However, Mr. Mack suggested painting fog lines at the intersection and shortening the existing stop line on High Street would be a cost effective, short term solution. Mr. Champlin made a motion to add the fog lines and change the stop line per Mr. Mack's recommendation. Mr. Rochette seconded. The motion passed unanimously.

5. Other Business

a. Management Strategy for Interim Public Parking at the NH Employment Security Parking Lot (75 spaces)

Mr. Walsh informed the committee that the City of Concord has purchased a 75 space surface lot from the State of New Hampshire. The lot, located at South State Street and Fayette Street will be outfitted with 3-4 kiosk pay-and-display stations. All day public parking will be available for \$0.50 per hour. Mr. Bart asked if offering free parking had been considered. Mr. Walsh indicated that it had; however the annual operating costs for the lot were significant (snow removal, etc) and that revenues were needed in order to make operation of the lot cost effective for the Parking Fund.

b. Management Strategy for Dixon Avenue Public Parking Lot (8 spaces)

Mr. Walsh informed the committee that the City of Concord recently found that 8 parking spaces that were previously thought to be privately owned are in actuality City property. The City will likely lease these spaces out. City Administration plans to move forward with the required process to formally codify this parking lot within the City's Code of Ordinances. Once that process is complete, the lot will be open to the public.

6. Adjourn

Mr. Champlin moved to adjourn. Brent Todd, Council Representative seconded. The motion passed unanimously.

The meeting adjourned at 6:35pm.

Respectfully Submitted,

Alison Sinisgallo, Parking Division

December 9, 2014

Mayor Bouley and the City Council
City Hall
41 Green Street
Concord, NH 03301

Honorable Mayor Bouley and the City Council,

I live at the corner of 31 Beacon Street in a house that does not have a corresponding driveway across the street. Quite often, I am unable to back out of my driveway because it seems to be a natural magnet for most drivers who are either visiting someone on my street or on Lyndon Street. During the winter when much of the snow plowed accumulates around my corner house, accessing my driveway proves to be a Herculean task if not impossible.

However, the most daunting problem I face comes from a house diagonally across from me. The renters in the front apartment do not avail themselves of the opportunity they have to park in their own driveway or on the long parking stretch in front of their house with enough space to park without unnecessarily interfering with my access to my driveway. It is obvious to any reasonable person that there is enough space for several cars in their driveway and in front of their house without making access to my driveway so difficult and unpredictable.

I have three children in three different schools who need to be dropped off at different times in the morning and evening. I am also starting a home business and will need easy access to my driveway to ship my product and have the freedom to freely enter and exit my property for which I pay taxes. I have called the City in the past but was told that the City could not help me resolve this issue because the ordinance only addresses the same side of the street with the driveway.

I am requesting a parking zone ban from a few feet to the right of the telephone pole to the Lyndon Street intersection clearly displayed with a sign. Though this has a direct negative impact on my quality of life as a taxpayer, it should be a relatively simple and straightforward issue I am hoping the City will take seriously.

I would appreciate your help with this matter.

Best,

Magalie J. Lawrence
31 Beacon Street
Concord, NH 03301
(603)225-3407
(603)731-8624
mjlawrence@comcast.net



DOWNTOWN CONCORD PARKING SYSTEM STRATEGIC PLANNING FINAL REPORT

DRAFT • February 2015

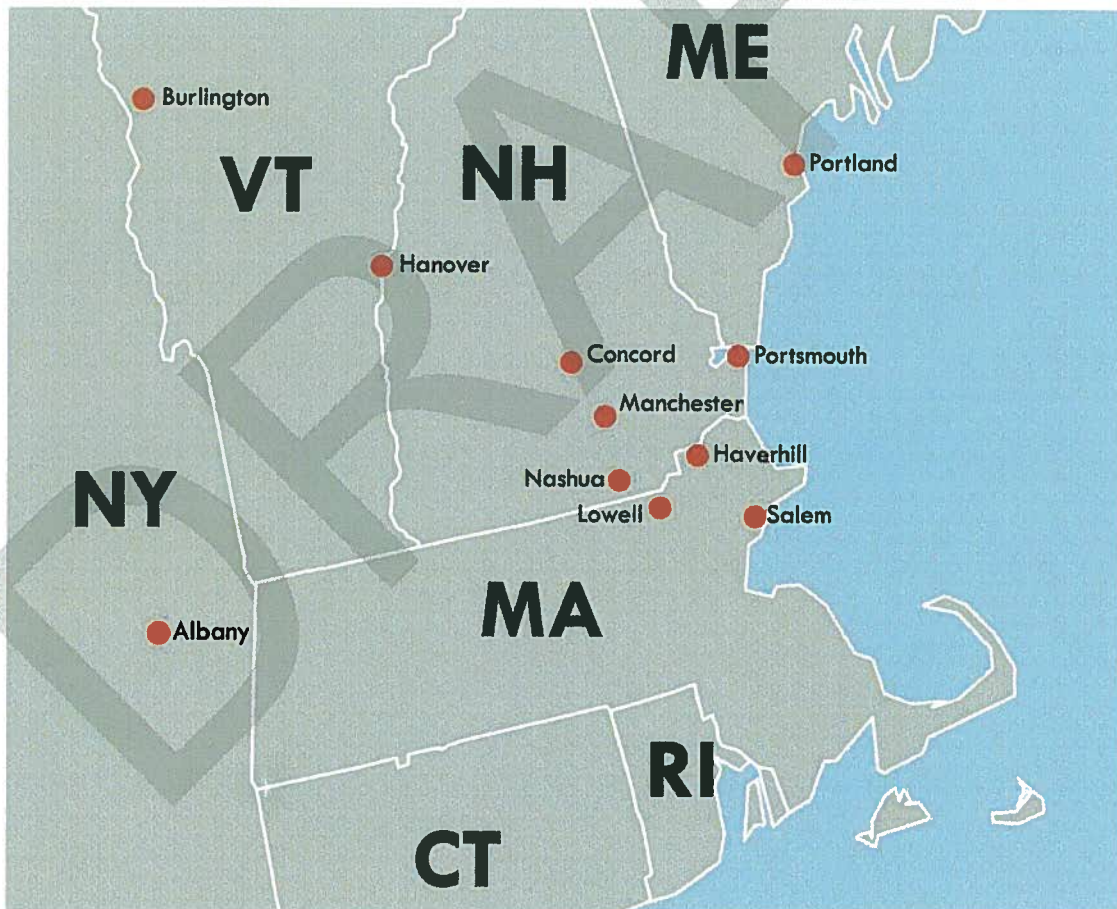


5 PEER REVIEW OF PARKING RATE STRUCTURE

To better frame the parking rate recommendation for downtown Concord, the Parking Study team has also developed a matrix comparing on-street and off-street rates, permit fees, lease fees, time spans, etc. in Concord to communities including Manchester, NH; Nashua, NH; Portsmouth, NH; Hanover, NH; Portland, ME; Salem, MA; Haverhill, MA; Lowell, MA; Burlington, VT; and Albany NY (Figure 95). The aim of this exercise is to provide guidance to the City of Concord and the Parking Study team on the aspects of parking rates in the New England Region.

The selection of peer cities was based on similarities of municipal and downtown area size, population, economic activities and political structure. A detailed comparison is documented in Figure 96. Overall, on-street parking price in Concord is relatively low to medium compared to other cities. Most cities in the region also conduct enforcement on Saturdays.

Figure 95 Selected Peer Cities to Compare Parking Rate Structure



DOWNTOWN CONCORD PARKING SYSTEM STRATEGIC PLANNING | DRAFT REPORT
City of Concord, NH

Figure 96 Parking Rate Structure Peer Review

City	On-Street Price	Surface Lot Price	Garage Price	Time Limit	Permit Price	Time Span (Meter Enforcement and/or Facility Hours)
Concord, NH	\$0.75/hour	\$0.50/hour	\$0.50/hour	2 - 10 hours (Mon-Fri)	\$87 - \$112/month	8 a.m. - 5 p.m. (Mon-Fri)
Manchester, NH	\$0.75/hour	\$5.00/day	\$5.00 - \$6.00/day	2 - 10 hours (Mon-Sat) None (Sun)	\$55 - \$85 / month	8 a.m. - 8 p.m. (Mon-Sat)
	\$0.50/hour	\$0.50/hour	\$0.50/hour	None		8 a.m. - 6 p.m. (Mon-Fri)
Nashua, NH	\$0.75/hour	\$0.75/hour	\$0.75/hour	2 hours (Mon-Sat) None (Sun)	\$30 - \$50 / month	8 a.m. - 7 p.m. (Mon-Fri)
	\$1.00/hour	\$1.00/hour	\$1.00/hour	90 minutes (Mon-Sat) None (Sun)		8 a.m. - 7 p.m. (Mon-Sat)
Portsmouth, NH	\$1.00 - \$1.50/hour	\$1.00/hour	\$0.75 - \$1.00 /hour	3 - 4 hours	\$65 - \$135 / month	9 a.m. - 7 p.m. (Mon-Sat) 12 p.m. - 7 p.m. (Sun)
	--	Free	--	72 hours		24/7
	\$0.50 - \$1.00/hour	\$1.00/hour	--	2 - 3 hours (Mon-Sat) None (Sun)	--	9 a.m. - 5 p.m. (Mon-Sat)
Hanover, NH	\$0.35/hour	--	--	10 hours (Mon-Sat) None (Sun)	--	9 a.m. - 5 p.m. (Mon-Sat)
	--	--	\$0.50/hour \$15.00/day	None	\$110 - \$154 / month	24/7
Portland, ME	--	--	\$1.75/hour \$21.00/day	None	--	6 a.m. - 12 a.m. (Mon-Fri) 8 a.m. - 12 a.m. (Sat)
	\$1.00/hour	--	--	2 hours (Mon-Sat) None (Sun)	--	9 a.m. to 6 p.m. (Mon-Sat)
Lowell, MA	--	--	\$2.00/hour \$8.00/day	None	--	7 a.m. - 6 p.m. (Mon-Fri)
	\$1.00/hour	--	--	2 hours (Mon-Sat) None (Sun)	--	8 a.m. - 6 p.m. (Mon-Sat)
Haverhill, MA	\$0.50/hour	\$0.50/hour \$1.00/day	\$1.00/hour \$8.00/day	2 hours (Weekdays) None (Weekends)	\$47.50 / quarter - \$160 / year	3 p.m. - 8 p.m. (Weekdays)
Salem, MA	\$0.50 - \$1.50/hour	\$0.50 - \$1.00/hour \$4.00/day	\$0.25 - \$0.75 / hour	4 hours (Mon-Sat) None (Sun)	\$65 / month - \$702 / year	8 a.m. - 8 p.m. (Mon-Sat)
Burlington, VT	\$1.50/hour \$15.00/day	--	Free (First 2 hours) \$2.00/hour after	3 - 10 hours (Mon-Sat) None (Sun)	\$55 - \$96/month	8 a.m. - 10 p.m. (Mon-Sat)
	\$1.50/hour	--	--	15 - 30 minutes (Mon-Sat) None (Sun)		8 a.m. - 10 p.m. (Mon-Sat)
	\$1.25/hour	--	--	2 hours (Weekdays) None (Weekends)		8 a.m. - 6 p.m. (Weekdays)
Albany, NY	\$1.00/hour	--	--	10 hours (Weekdays) None (Weekends)		8 a.m. - 6 p.m. (Weekdays)
	--	\$0.50 - 1.00/hour \$4.00 - \$12.00/day	--	2 hours - 10 Hours (Mon-Sat) None (Sun)		All Day (Mon-Sat)
	--	--	\$2.00 - \$3.00/hour \$11.00 - \$13.00/day	Various		Various

6 RECOMMENDATIONS

The City of Concord is at a key moment to fix its parking system problems and the deteriorating financial condition of the Parking Fund. Through the course of the Parking Study, the City, the Parking Committee, and the community at large have continually expressed the need to develop a comprehensive understanding of parking to inform and support the changing needs of downtown. The currently outdated system of parking management, provision, enforcement, and policy must be altered to support broader goals and to allow management of this valuable resource as effectively as possible.

The study process developed the goals as described in Chapter 1. These goals attempt to look beyond merely parking cars to also understand the purpose and impact of any parking changes and how parking can support a lively and vibrant downtown. The study goals are listed below:

- Ensure the parking fund remains self-sufficient
- Ensure an adequate supply of available parking to support economic development
- Encourage turnover of on-street parking to improve access to merchants
- Improved way-finding and directional signage to improve customer convenience
- Invest in technology and improve enforcement efficiency
- Review and implement changes to the rate structure
- Improve City's parking management structure

The recommendations herein are intended to guide the City's parking management system and resolve the current challenges. The specific recommendations drawn from this study rely on the goals and expectations developed through this extensive planning and outreach effort. All issues, challenges, opportunities, and solutions were compiled not only by the Parking Study team but emerged from Parking Committee discussions, stakeholder interviews, and public participants during various public meeting sessions. The proposed recommendations here are aiming to address these challenges in downtown Concord:

- Overall, supply is not the problem, poor availability in prime locations drives poor perceptions of the system
- Time-limited payment and overtime threat discourages customers
- Leased parking is taking up the most premium and convenient spaces in the garages
- Limited signing, wayfinding, and other information contributes to poor perceptions
- User-friendly payment structures and technologies are needed

- Inefficient and unfriendly parking enforcement perceptions hurt overall parking perceptions
- Excessive debt service is driving the financial deterioration of the City's Parking Fund
- Parking shortages and challenges during periodic events and legislative sessions are isolated yet perceived to be a larger problem than they are
- Private parking resources are currently underutilized and restricted from public access

A comprehensive parking strategic plan should include a series of interrelated strategies that work together to resolve these challenges. The recommendations cover all aspects of parking supply, management, and administration. All measures should be considered as a holistic parking plan and be implemented and adjusted in phases with periodical monitoring and evaluation. To recognize the priority for the City to implement these measures, recommendations have been categorized into following general categories:

- 1) Catalytic strategies
- 2) Secondary strategies
- 3) Supportive strategies

6.1 CATALYTIC STRATEGIES

In downtown Concord, parking should be managed in a manner that ensures there is both perceived and actual parking availability. The downtown's highest parking demand is primarily concentrated during the lunchtime and dinnertime peak hours along North and South Main Street. At this time, finding a parking space on or close to Main Street appears to be difficult, and finding available parking in nearby public lots or garages is not incentivized and just as hard with little wayfinding information. As most of the downtown business district has time-limits for on-street parking, visitors and employees have difficulty finding long term parking nearby. Furthermore, current garage payment technology requires users to guess how long they will stay, compromising longer-term flexibility.

The inability to find parking along Main Street corridor is not only due to a surge of lunchgoers, but because everyone is fighting for the same most convenient spaces - customers, visitors and employees all want to find parking spaces close to their destinations. With current flat pricing throughout downtown and short on-street time limits in most locations, there is little incentive to look for a space anywhere else but on Main Street. During this lunchtime peak, core spaces are nearly full, yet there is still an ample, available parking supply within one or two blocks. However, a majority of these available spaces are located off-street with access restrictions – either private unshared spaces or public spaces reserved by a small pool of downtown employees. Visitors and customers are having a hard time finding parking spaces for more than two hours.

The following management strategies are recommended in the catalytic phase to create parking availability:

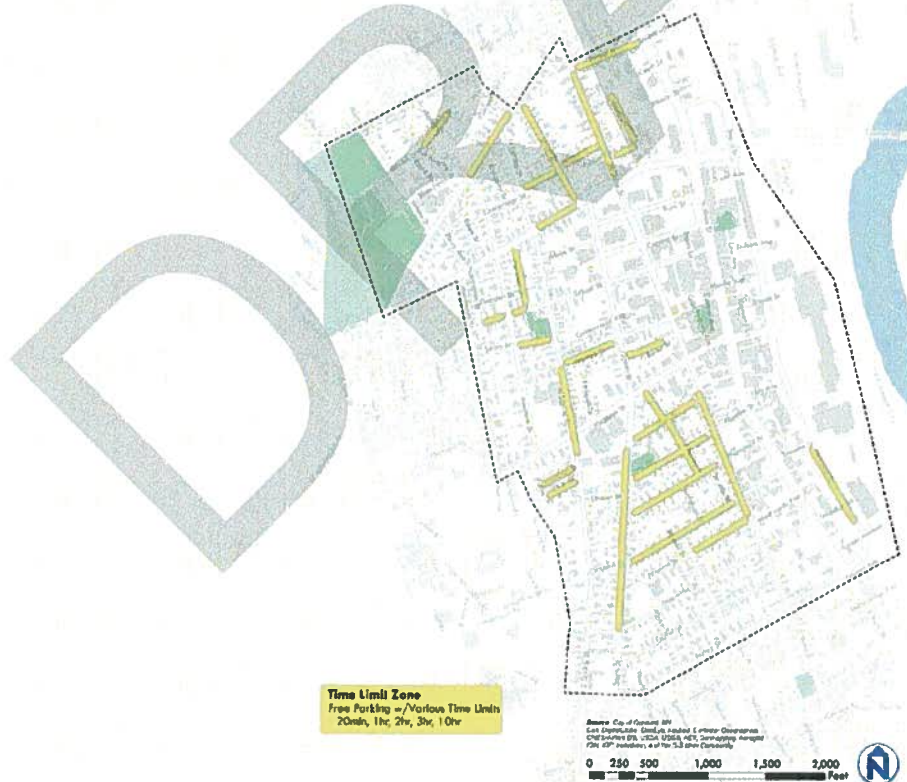
- **Eliminating Time Limits** for all metered parking within the downtown area. Except where metering should be expanded, existing free time-limited zones should remain free. Other existing metered zones should become free and time-limited;

- **Demand-Based Pricing**, which creates pricing tiers that are responsive to areas of demand, should be implemented in downtown, along with appropriate changes to hours of operations;
- **Revising the Off-Street Permit Program** for all public garages to provide more customer-friendly options and prices that will drive better garage utilization; and
- **Garage Regulatory Reconfigurations** to encourage more customer-friendly circulation inside the public garages, while clearly setting aside a larger pool for downtown employees.

ELIMINATING TIME LIMITS

Most of downtown's on-street parking is managed by a time-limit, which limits the length of customer and visitor stays. With the completion of the Main Street streetscape project later in 2015, new outdoor gathering space, a more attractive retail setting, and increasing tourist activity will increase parking demand and the length of visitor stays. Good economic development policy suggests that inviting patrons to stay for a longer time period will have a positive impact on the local economy. Eliminating time-limits gives visitors and customers parking options to stay as long as they want, while managing demand through pricing can ensure just the right amount of parking availability. All time-limits of metered on-street spaces throughout downtown should be removed and regulated only as metered parking, while the adjacent streets in an "outer area" will be free but keep their time-limits to protect resident parking (Figure 97).

Figure 97 Proposed Time Limit Zone



DEMAND-BASED PRICING

Availability Goals

Introducing demand-based pricing is a critical opportunity for Concord to better utilize its existing parking resources. The industry standards for “optimal” availability levels are 15% for on-street spaces and about 10% for off-street. At these targets, parking is well used, but availability (and the perception of it) remains, so that customers can find parking in the most convenient and desirable areas. The City should adopt both of these measures as official parking-management targets. This means that City staff would have the authority to periodically monitor and adjust parking rates and regulations to meet the availability goals.

Three-Tiered On-Street Pricing

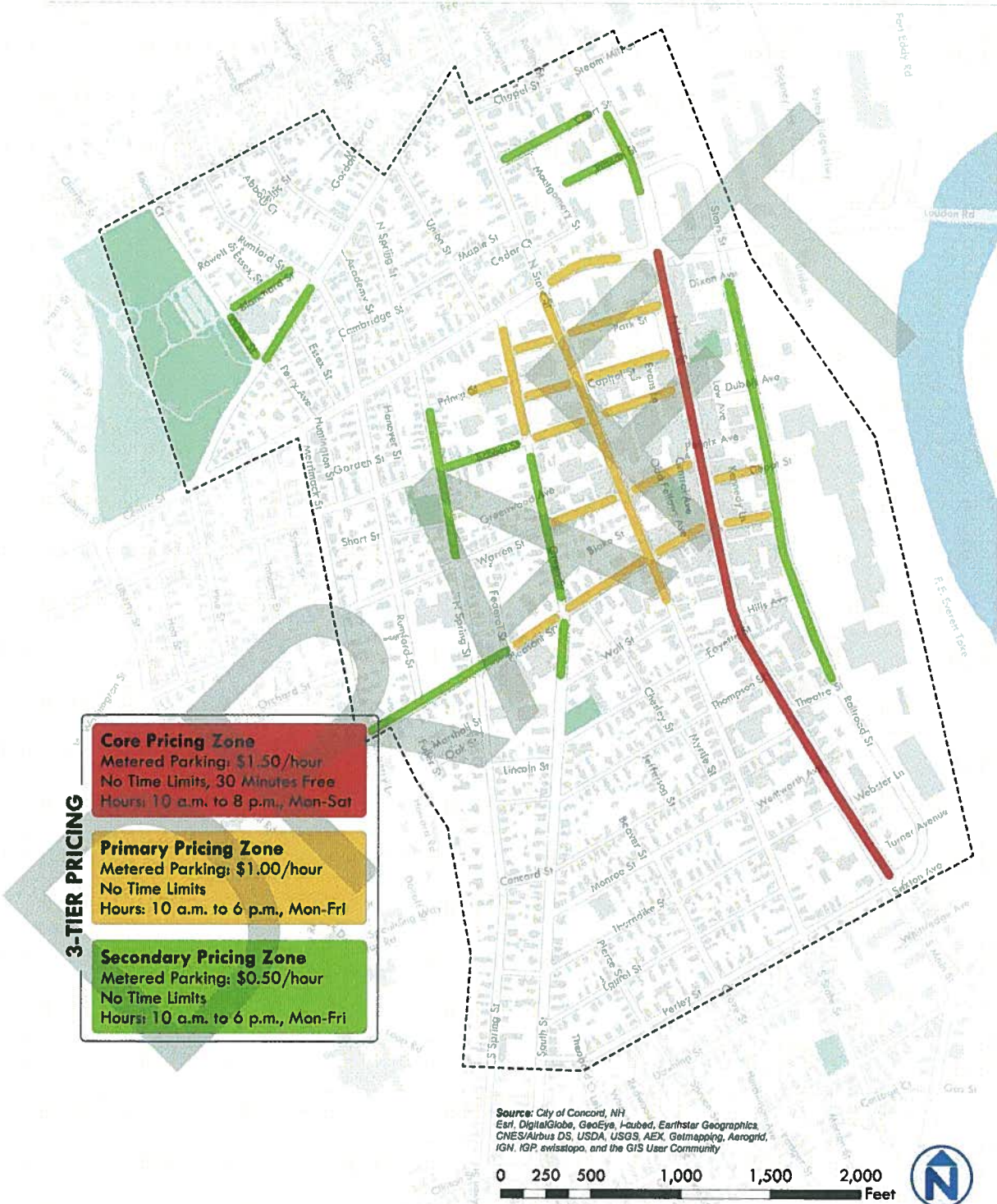
Existing parking utilization patterns indicate clear boundaries of high and low demand for on-street spaces in downtown Concord. Parking along Main Street, from Centre Street to Perley Street, is over 80% full at the peak and over 50% utilized throughout the day; while the metered parking along Storrs Street, for instance, is less than 40% utilization during the enforcement period from 8:00 a.m. to 5:00 p.m. The regulations and pricing should be changed to be reflective of the demand of these areas, driving utilization up on Storrs with a lower price while creating availability on Main with a higher price.

On-street parking everywhere in downtown should be managed using tiered pricing: the highest priced parking should be on the blocks with the greatest demand, lower pricing on blocks with modest demand, and free in the areas of little to no demand to incentivize the most efficient utilization of the existing parking resources. This helps to achieve parking availability goals in the most convenient “front door” curb parking spaces. The Parking Strategic Plan recommends that on-street demand-based pricing should be initially implemented using the following characteristics in Figure 98.

Figure 98 On-Street Parking Management Summary

Location	Price	Time Limit	Free Period	Days of Week	Span per Day
Today					
Core area along Main Street corridor in downtown, from Centre to Pleasant, and from Green to Storrs Street	\$0.75/hr	1 hour, 2 hour, 4 hour, 10 hour	None	Mon-Fri	8am-5pm
Outer area	Free	20 min, 1 hour, 2 hour, 3 hour, 10 hour	None	Mon-Fri	8am-5pm
Proposed					
Core Zone: N & S Main Street, from Centre to Perley Street	\$1.50/hr	Unlimited	30min	Mon-Sat	10am-8pm
Primary Zone: existing metered spaces off Main & Storrs Street	\$1.00/hr	Unlimited	None	Mon-Fri	10am-6pm
Secondary Zone: Storrs Street	\$0.50/hr	Unlimited	None	Mon-Fri	10am-6pm
Outer area	Free	20 min, 1 hour, 2 hour, 3 hour, 10 hour	None	Mon-Fri	8am-6pm

Figure 99 Proposed On-Street Metered Zones (Three-Tier Pricing)



This table presents the initial on-street management program; this program will need to be evaluated, monitored, and refined over time. See the Ongoing Management section for more detail.

Downtown Concord can be divided into three zones (Figure 99): the “core”, which focuses around the heart of downtown near the shops and destinations along North and South Main Street, from Centre Street to Perley Street; the “primary” zone, which includes the existing metered spaces off Main and Storrs Street; and the “secondary” zone, including Storrs Street, Green Street and part of School Street and North Spring Street. The rest of the study area are outer areas, which are additional side streets in the residential neighborhood one or two blocks away from the priced streets and have less demand. Pricing zones can and should be refined through monitoring and observations, including reducing or extending the boundaries of the higher priced core, combining zones into a single zone, increasing or lowering prices, etc. ***in order to reach the 15% availability goal.***

The parking system in downtown Concord should evolve using pricing as the best and primary tool to engender the driver behavior it seeks, while re-enforcing overall economic development and livability goals. Pricing parking helps to put customers first in the “public parking” area by creating vacancies and turnover of the most convenient “front door” curb parking spaces to ensure availability for customers and visitors. Paid parking ensures that residents, employees, shoppers, and visitors can find a parking space near their destination at all times of day and night, provided they are willing to pay for it. Therefore, meters support personal convenience and reduce traffic congestion. In addition, as opposed to time limits, pricing engenders a larger behavioral effect on motorists seeking short- and long-term parking.

Initial recommendations, based on parking utilization and reports from users of the system, indicate that parking should cost \$1.50 per hour in the core, \$1.00 per hour in the primary zone, \$0.50 per hour in the secondary zone, and free with existing time-limits in the outer areas. Paid parking on Main Street should begin as Monday through Saturday, keeping Sunday free, while the rest of the metered parking zones are regulated from Monday to Friday.

Off-Street Pricing

Again, the existing time-limits throughout the downtown create mostly two-hour restrictions for all user groups. Although these time limits were imposed as a deterrent to employees, limiting them to short stays, they have consequently limited both customer’s and visitor’s ability for an extended period of time (while many employees just feed meters). If a customer would like to stay and enjoy what downtown Concord has to offer, they should be encouraged to stay. Long-term parking patrons should be incentivized and encouraged to park off-street or further away, which could help relieve on-street parking in the areas of highest demand. Higher prices on-street, should be coupled with lower prices off-street. Therefore, this study suggests the off-street parking remains \$0.50 per hour and the City actively advertises the low price to attract longer-term parkers.

Initial Free Period

The free period of 30 minutes for on-street and 60 minutes for off-street is intended to serve as a customer-convenience policy, for those customers that are only staying for a short period (to buy a cup of coffee, drop a book at the library, pay a bill, pick up dry cleaning). This allows for short-term patrons to come and go quickly and have the opportunity to not have to pay the meter during their short stay.

REVISING THE OFF-STREET PERMIT PROGRAM

Today's management of public off-street assets does not reward parkers for parking further from their destination in off-street locations. Rather, they continue to seek the front door spaces closest to their destination, even though off-street parking is actually cheaper than on-street spaces. In part, this occurs because there are limited options in the public garages for downtown employees and residents. While the City does sell individual permits for its garages, they are annual permits and are therefore cost-prohibitive for most employees who instead chose to pay daily rates. Only a few downtown employers have negotiated an annual lease agreement with the City.

Off-street management practices should work in tandem and complement the proposed on-street pricing and management recommendations in order to ensure and enhance the availability of the most desirable spaces for those who are willing to pay, while providing options and alternatives for those who are more price-sensitive. The existing leased parking program contains two-tiers of pricing, differentiating covered and uncovered spaces in the garages at an annual price of \$1,344 or \$1,044. There are no more flexible monthly or quarterly options. In addition, a majority of the leased spaces in the garages are under long-term agreements between the City and multiple institutions at various discounted rates that are often far below the above rates, which has led to the great gap in revenues and debt service discussed earlier. This is exacerbated by reserving all leased spaces as numbered spaces for assigned parkers, even when they are not in town. Leased spaces are up to 40-percent vacant at peak.

With the growing constraints of today's off-street public supply, a revised and comprehensive permit parking program should be instituted to address the needs of various user groups in the downtown area. There will also be a need to accommodate parkers shifting to off-street areas due to on-street parking pricing changes. Recommendations for off-street parking are as follows:

Figure 100 Off-Street Parking Management Summary

Location	Price	Free Period	Days of Week	Span per Day
Today				
Surface Lot Metered Spaces	\$0.50/hr	None	Mon-Fri	8am-5pm
Garage Metered Spaces	\$0.50/hr	None	Mon-Fri	8am-5pm
Garage Covered Leased Spaces	\$1,344/yr	None	Mon-Fri	8am-5pm
Garage Uncovered Leased Spaces	\$1,044/yr	None	Mon-Fri	8am-5pm
Garage Discounted Leased Spaces	\$200-\$1008/yr	None	Mon-Fri	8am-5pm
Proposed				
Surface Lot Metered Spaces	\$0.50/hr	60min	Mon-Fri	8am-6pm
Garage Metered Spaces	\$0.50/hr	60min	Mon-Fri	8am-6pm
Garage Permit A - Reserved Space (numbered)	\$120/month	None	Mon-Sun	24hours
Garage Permit B- Preferred Space (pooled)	\$75/month	None	Mon-Sun	24hours
Garage Permit C- Weekday Space (pooled)	\$50/month	None	Mon-Fri	7am-6pm
Garage Permit D- Weekend/Overnight (pooled)	\$25/month	None	Mon-Sun	5pm-9am (M-F) 24hours (S-S)

This table presents the initial off-street management program; this program will need to be evaluated, monitored, and refined over time. See the Ongoing Management section for more detail.

The recommendation is to restructure the permit system to allow for permit holders the option of purchasing monthly permits rather than an annual permit. This is in response to the online survey results and allows for greater flexibility, especially for part-time or seasonal workers, plus to accommodate downtown residential tenants. Under this new off-street parking management structure, employees and residents can choose to park in the place that best fits their needs.

GARAGE REGULATORY RECONFIGURATIONS

The existing configuration in the public garages is not intuitive and not user-friendly to downtown parkers. For example, the Firehouse Block Garage and Capital Commons Garage have both reserved and public metered spaces mixed on the same floor, causing inconvenience and confusion for parkers who are not daily or frequent parkers in the garages; while the Durgin Garage is also not well laid-out with the most premium spaces on the ground floor reserved only for lease holders, driving transients to cruise around upper floors trying to find a metered space, only to encounter more reserved spaces above a certain point with no knowledge of what is beyond them. The proposed garage configuration redesign is aimed to rearrange the permit and metered parking spaces in the garages, in order to prioritize the convenience of downtown parkers.

Short-Term Redesign

In the short term, the reserved and public metered parking spaces in the garages should be strategically rearranged, to have the most convenient lower floors available for public metered parking and upper floors reserved for permit holders. In this way, daily commuters can go straight up to the "Permit Zone" to find their reserved spaces, leaving ground floors open for the public. There should also be a sign with "Permit Parking Beyond This Point" at the middle point, indicating the boundary, which is subject to periodic review and rearrangement based on actual utilization of metered and permit parking.

Figure 101 Existing Configuration of Capital Commons Garage

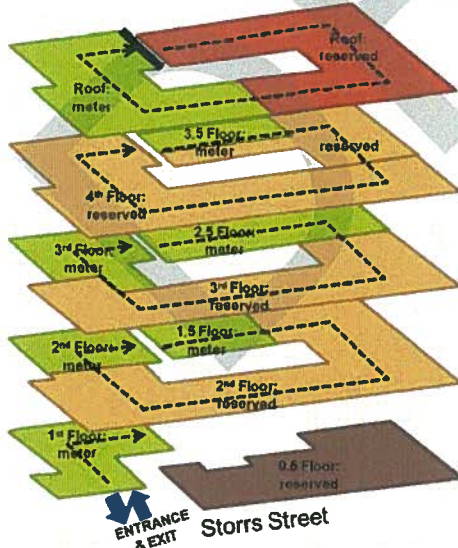
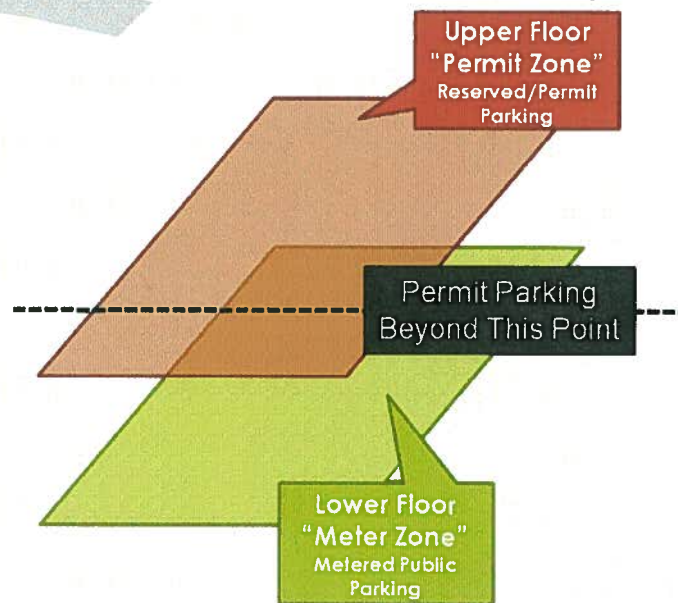


Figure 102 Proposed Configuration of Municipal Garages



Within the "Permit Zone," premium locations should be designated to "Permit A" (Figure 100) holders, who have their exclusive numbered spaces all the time, typically closest to building entry points. All other non-numbered spaces in the permit-only pool are reserved for Permit B, C, and D holders. Preferred "Permit B" holders can park anywhere within the pool, anytime any day during the week. Based on the current average utilization of the reserved spaces in the public garages (under 50% full), the City should consider overleasing the Permit B spaces in order to better utilize the garage spaces and generate additional revenue. The overleasing rate is subject to periodic change according to utilization monitoring. "Permit C" is designed for downtown employees who can access this same pool of permit-only spaces only between the hours of 7 a.m. and 6 p.m. Monday to Friday; while Permit D is for residents who would like to have a garage space overnight and on weekends. Permit B, C, and D spaces are operated on a first-come, first-served basis. All are recommended to be overleased to the point where peak observed parking availability drops to 10-percent. The offsetting day/night demand of Permit C and Permit D holders allows the City to oversell hundreds of Permit D permits to accommodate current and future downtown residential demand.

Through the redesign of the garages' regulatory configurations, underutilized parking spaces in each municipal garage can be used more efficiently and effectively. Additional revenue generated can be used for permit enforcement, garage repair, and daily maintenance.

Long-Term Payment Technology

The most ideal scenario for garage parking in downtown Concord is to adopt a "pay-on-foot" technology using an integrated gate control system. Gated access involves the use of parking arms or other barriers that must be broached by taking a parking ticket or swiping an access transponder (a "key fob"). Gated access also can be used in conjunction with electronic debit cards, monthly pass cards (or other time-periods), ticket-pull machines, pay-on-foot machines, manned parking attendant booths, or combinations of the above.

In the long term, it is suggested that the City adopt a pay-on-foot system that accommodates both metered parkers and permit holders. Permit holders may use their garage fobs to come in and out, while metered parkers may get a garage ticket at the entrance and pay at the kiosk pay station when they are leaving the garages to get an exit pass. Properly implemented gate control is easier and more efficient than the current and previous garage system. The City should work with potential vendors to further evaluate the cost and benefit of pay-on-foot technology.

The advantages of the pay-on-foot system are:

- Self-monitoring;
- Limits the human resources necessary to effectively enforce payment in a parking garage;
- Technology can be employed to charge for parking on an hourly, daily, or monthly basis;
- Allows flexibility for daily parkers, visitors, or other non-regular parkers who no longer need to guess how long to stay and be worried about the time left for their metered space;
- Allows easier monitoring of traffic volumes, in-and-out activity, and parking occupancy levels. This data is useful to periodically change the proportion of permit spaces;
- If an access card is lost it can be de-activated so another person cannot use it;
- Debit or monthly access cards can be integrated with automatic payment technology to limit the man-power needed to issue access cards;

- Works best when multiple tenants or employees/visitors of different firms share the same parking facility;
- Makes more efficient use of the parking supply;
- Much less opportunity for abuse of parking rules and regulations than with manually monitored systems;
- Many people do not like to put parking decals on their cars;
- Simple for employers to manage and pay the cost of parking for their employees, as the monthly permit fob can be activated or deactivated very easily.

6.2 SECONDARY STRATEGIES

Downtown Concord is attractive because it has the community, business and merchant activities that many New England communities strive to attract and promote. Social centers, festival events, thriving retail, quality restaurants, and juridical activities have helped to shape downtown Concord's identity as both a regional capital and local attraction. Business owners, residents, employees, outtown visitors and others continue to visit and invest in the downtown because they are devoted in making this community asset thrive.

The City recognizes that in order to maintain an attractive and vibrant downtown, parking policies and practices must be coordinated with broader goals for the community and address the day-to-day needs of locals and visitors. Residential neighborhood should be protected to attract more people living in the area; judicial activities need to be managed to balance temporary versus day-to-day parking needs; travel and parking information should be available to customers and visitors to help them navigate around downtown.

The City should consider:

- **Resident Parking Permit** program expansion, to protect resident parking in additional areas experiencing employee parking spillover;
- **Event/Valet Parking** system to accommodate additional parking demand during special events and busy legislative sessions;
- **Signage and Information**, which includes what drivers read and hear before they arrive in downtown, what they see when they arrive, and what guides them around downtown to appropriate facilities – including necessary pedestrian way-finding between parking and downtown destinations; and
- **Technology Improvements**, including new, user-friendly parking technology in existing and new locations for on- and off-street spaces, including new mobile phone and web-based solutions.

RESIDENT PARKING PERMIT

Modern residential permit programs (RPP) operate by exempting permitted resident vehicles from the parking restrictions and time limits for non-metered, on-street parking spaces within a geographic area, as opposed to the blanket exclusion of all but permitted vehicles that is currently in place near the New Hampshire Law School. Many of the current free and time-limited on-street spaces are located within other residential neighborhoods, limiting options for many existing residents. With the proposed revision to Concord's RPP program, permit holders would be

exempted from the time-limit regulations and be able to essentially store their vehicles on-street, up to a maximum span set by the City for street cleaning – subject to the snow clearance ordinance. Ownership of a permit, however, does not guarantee the availability of a parking space and for this reason, it is important not to sell too many permits in excess of available curb space.

The primary goal of this RPP program is to manage parking “spillover” into residential neighborhoods. RPPs work best in neighborhoods that are impacted by high parking demand from other uses. By managing parking spillover, RPPs can ensure that residential neighborhoods are not overwhelmed by commuters, employees, or visitors, thereby enabling local residents to park their vehicles on-street more easily and conveniently.

All of these conditions apply on the edges of the downtown study area. Employment clusters near the City Hall/State House, District Court, and Federal Court cause non-resident spillover parking into adjacent residential districts. Many homes in these same areas have limited off-street parking. An RPP is a necessary parking management strategy that will significantly improve parking conditions in such residential neighborhoods, and raise additional revenue that can be used for parking signage, enforcement staffing, and curbside maintenance etc.

Figure 104 shows the proposed boundary of the revised RPP program in downtown Concord. The City is recommended to charge each permit \$25 per year per vehicle and have a maximum of two parking permits per household to better manage the limited curbside resource. All RPP holders are exempt from meters and time-limits within the RPP zone. The resident permit is renewed on an annual basis. It is recommended that renewal notices be automatically sent about 4-6 weeks prior to expiration of the permit. Pending development of an online distribution and payment system, renewal of a permit would take place online.

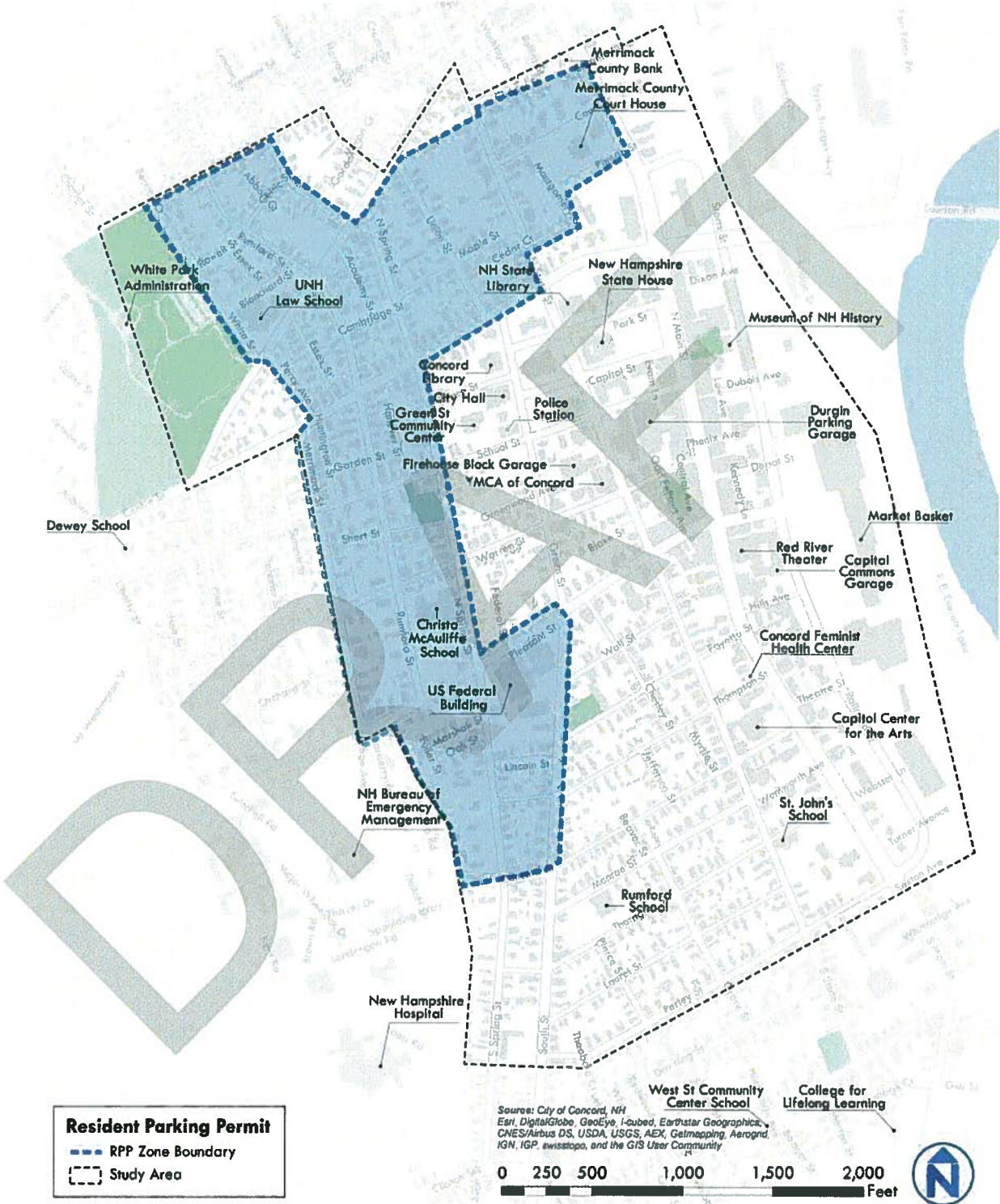
The RPP signage should be simple and streamlined and consistent with best practice from other communities. The signage should also be simple to understand so it is easy for all motorists to follow the rules with no questions about the legitimacy of citations or other enforcement actions in RPP zones (Example: Figure 103).

Figure 103 RPP Signage in Mill Valley CA (left) and Washington DC (right)



Source: Nelson\Nygaard (left) and Ramon Estrada (right, <http://ramonestradaanc2b09.blogspot.com>)

Figure 104 Proposed Resident Parking Permit (RPP) Zone



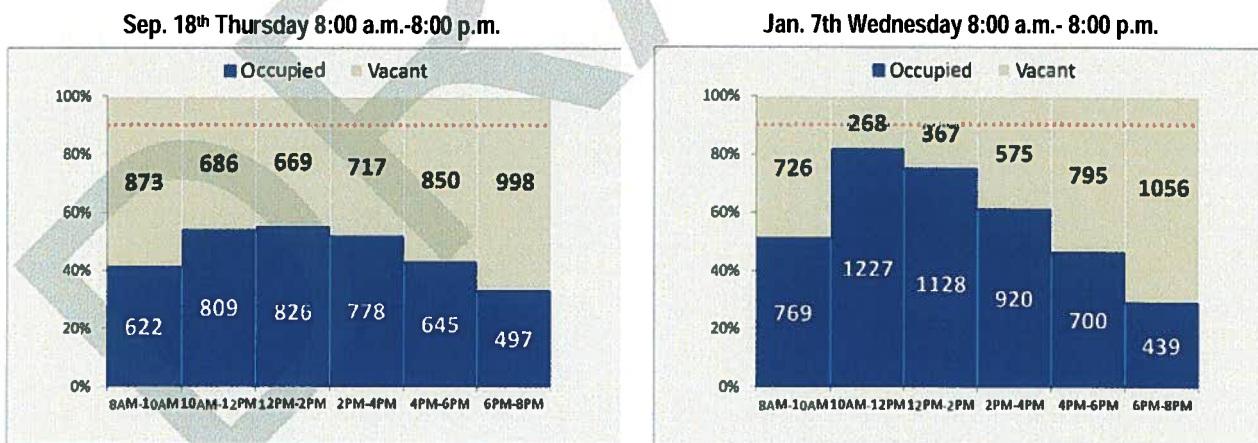
EVENT/VALET PARKING

Activity in downtown Concord may peak at different time of the day, or the week, or even the year. But it doesn't make sense to build additional parking supply for the temporary or occasional events. For example, on an event night at Capitol Center for the Arts, parking is difficult to find nearby. When the legislation is in session, at least four hundred more cars come in downtown and park around the State House (Figure 105).

To capture the additional parking demand during the legislation session, the Parking Study team went back to downtown Concord and collected the utilization data at some selected major on- and off-street parking facilities around the State House area. The data collection area is bounded from Centre to the North, Warren to the South, Main to the East, and North Spring Street to the West, as well as the State parking garage on Storrs Street and the remote parking lot at Stickney Avenue, from where a shuttle runs to the State House everyday during the legislature period. According to the historical records of State House shuttle ridership, the opening day of the legislature session turned to have the peak parking demand. Therefore, working with the City, the Parking Study team picked the Legislation Opening Day, January 7th for the additional data collection efforts.

A comparison of the parking utilization rate between September and January data collection efforts is shown in Figure 105. Note that the remote parking lot at Stickney Avenue was not included in the September data collection efforts as it is outside of this study area boundary. As it is shown in Figure 105, the peak utilization has increased by 28% during the legislation session compared to the September count, adding more than four hundred cars in the downtown core area in the morning from 10:00 a.m. to 12:00 p.m. The most heavily utilized parking spaces are along School Street, State Street, and in the two state garages. The remote parking lot at Stickney Avenue was also reaching its capacity in the afternoon from 12:00 p.m. to 4:00 p.m.

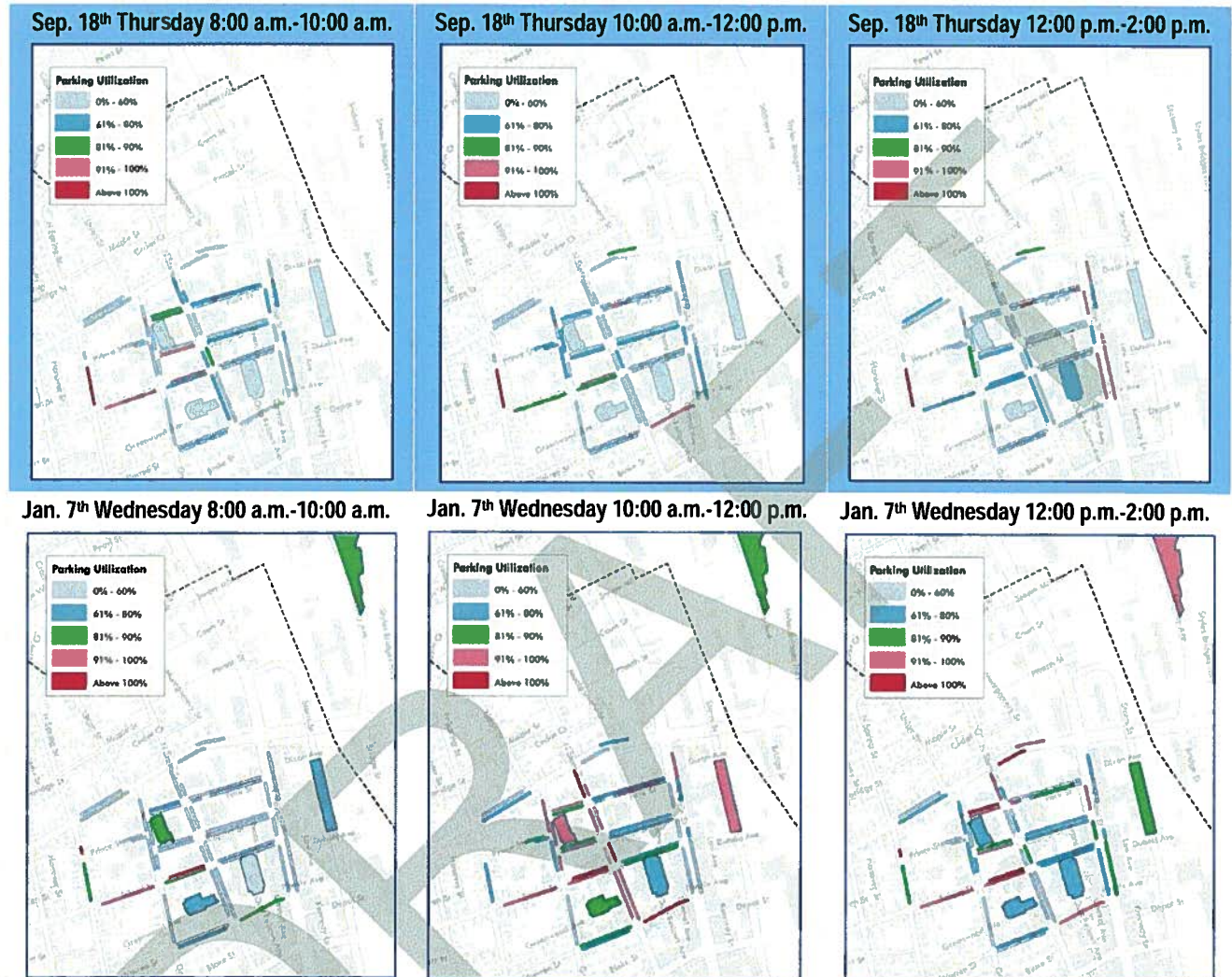
Figure 105 Parking Utilization Comparison in September and January: 8:00 a.m. – 6:00 p.m.



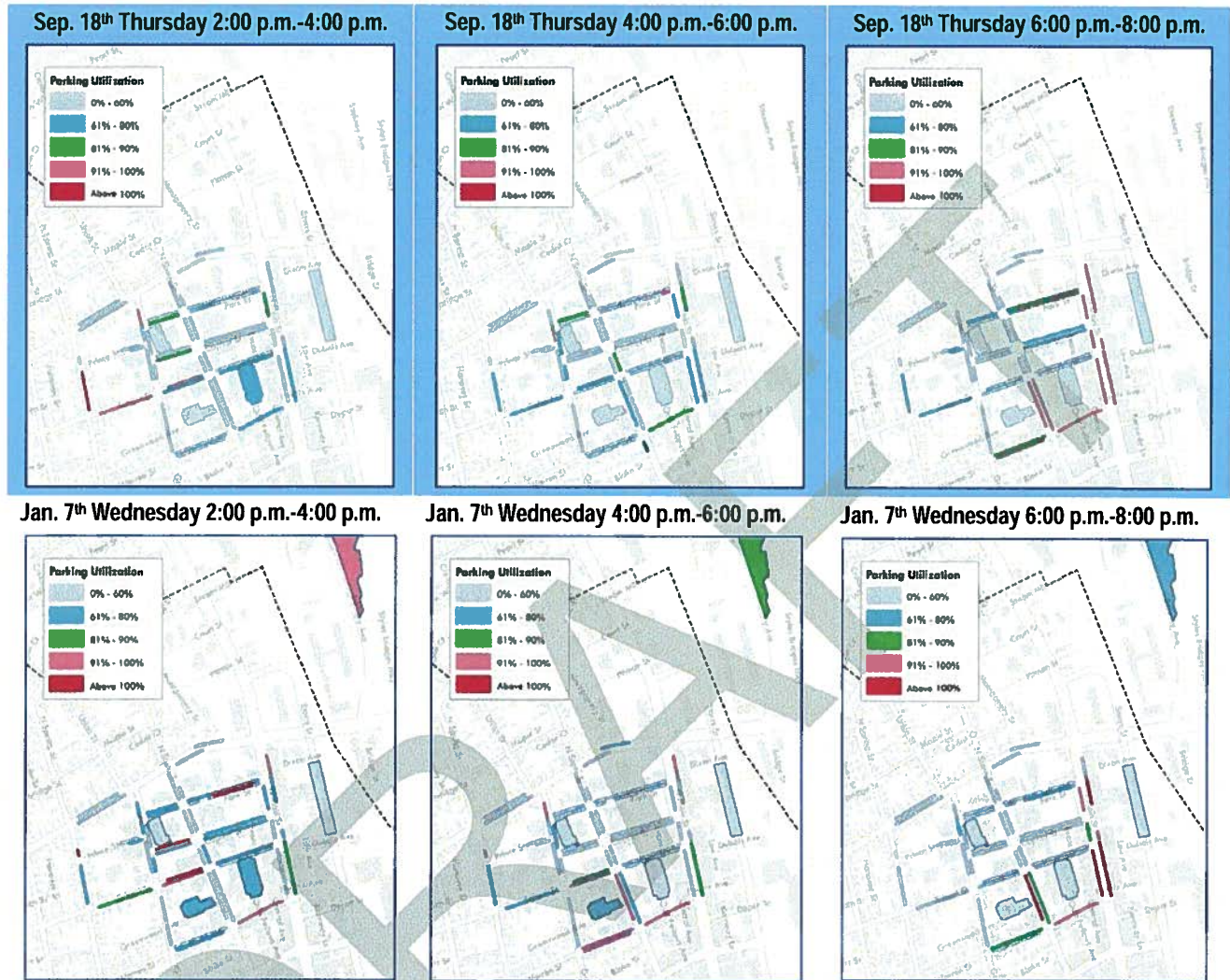
Note: for comparison purpose, the utilization chart does not include Stickney Avenue parking lot outside the study area as it was not included in September data collection.

DOWNTOWN CONCORD PARKING SYSTEM STRATEGIC PLANNING | DRAFT REPORT
City of Concord, NH

Figure 106 Legislative Parking Utilization in September and January: 8:00 a.m. – 6:00 p.m.



DOWNTOWN CONCORD PARKING SYSTEM STRATEGIC PLANNING | DRAFT REPORT
City of Concord, NH



An event parking management plan would plan for and utilize nearby under-utilized parking facilities during such times of peak demand. Information and signage should clearly designate parking facilities for event times. In addition, the plan should include:

- Parking location assignment
 - Avoid forcing traffic flow onto a single road
 - Access for disabled/special permit parking
- Provide Information
 - Distribute parking maps
 - Communicate information during event, such as when lots are full
- Consider valet parking for the legislators
 - Create and advertise pick-up/drop-off area

- Incorporate a place for cars to wait
- Adopt recent technology on text/phone-based valet system
- Advance sales of parking permits

The city should evaluate the event parking need based on the utilization data collected through this study. For example, during event nights at the Capitol Center for the Arts, it's not easy to find parking on South Main Street, but there are plenty of empty parking spaces one or two blocks away along Storrs Street and South State Street, as well as in the Capital Commons Garage. Information about parking should be available and advertised at the entrance of the theatre (Figure 107).

Figure 107 Example of Parking Information Display at the Entrance of the Capitol Center for the Arts



Another example would be an event parking plan for the Farmer's Market on Saturdays. As Figure 37 shows, parking is not allowed on Capital Street between State and Main Street, causing an over-capacity spillover onto the adjacent streets such as the North State Street, Park Street, School Street and North Main Street. However, the Durgin Garage and Firehouse Block Garage are much underutilized. Having information and signage directing people to the underutilized facilities during such events will be critical for better parking management.

As shown above, peak park demand around the State House area during the legislature session goes up by almost 30%. But legislature activities only lasts a couple of months every two years. So the City should consider this as a special event in downtown Concord and work with the State to establish a temporary parking plan for legislator parking. The study would recommend a text-based valet parking program and close the section on North State Street between Park and School Street for valet parking only, where legislators can drop their cars and go, and request to pick up the cars by sending a text to the valet system. The valet vendor can work with the City and the State to find a remote underutilized parking facility to better manage the parking resources in downtown.

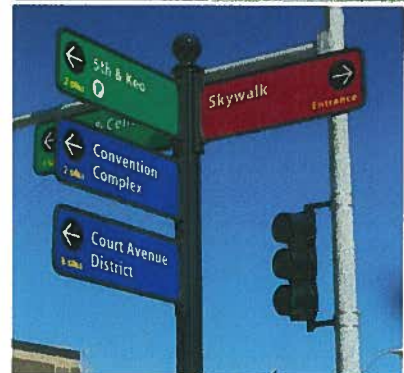
SIGNAGE AND INFORMATION

The City has identified the lack of informational parking and wayfinding signage across downtown Concord and is currently working with a signage and wayfinding consultant team to plan and design a new signage system for downtown Concord. Easy to read and understand parking and wayfinding signage is a critical component of deciphering a parking system. Signage that guides motorists to on and off-street parking deters drivers from excessive cruising and frustration. A wayfinding program should encourage a "park once" or "park and walk"

DOWNTOWN CONCORD PARKING SYSTEM STRATEGIC PLANNING | DRAFT REPORT
City of Concord, NH

environment, focusing not just on getting cars into the parking facilities, but getting people to visit multiple destinations on foot without moving their cars. In addition to parking facilities, signage should identify key sites of interest, area businesses, social activity centers, municipal buildings, and other points of interest, plus direct patrons to pedestrian pathways around downtown. Three components of signage and information in downtown Concord are:

1. **Before You Arrive:** Making parking information available for visitors and customers before arriving to downtown Concord will allow parkers to plan their trips ahead of time and find parking with ease. Having a single, simple map posted on the City's website, Concord Parking Facebook page, downtown restaurants and shops' web pages, and posted at other activity centers, will provide a consistent informational map for Concord. Off-street parking lots and garages should have consistent branding on the website as well as on site, so drivers can easily recognize the facilities based on location.
2. **At Your Arrival:** Today, when you arrive in downtown, there are a few parking signs posted, but they are small, inconsistent, and often placed in obscure locations which make it difficult to navigate to parking. Signage should be clearly visible, designed consistently, placed in strategic locations, and should provide clear guidance to and from parking locations.
3. **During Your Stay:** Pedestrian-oriented signage that includes information about parking locations and other attractions helps orient and enhance the downtown experience for all users. Providing clear pedestrian signage helps to create and promote a "park once" district, allowing customers to park once and walk to multiple locations on foot. To do so, creating clear and visible pedestrian signage to both local destinations and to and from parking locations is critical. The municipal public garages should have easy-to-read entrance signs and exit signs.

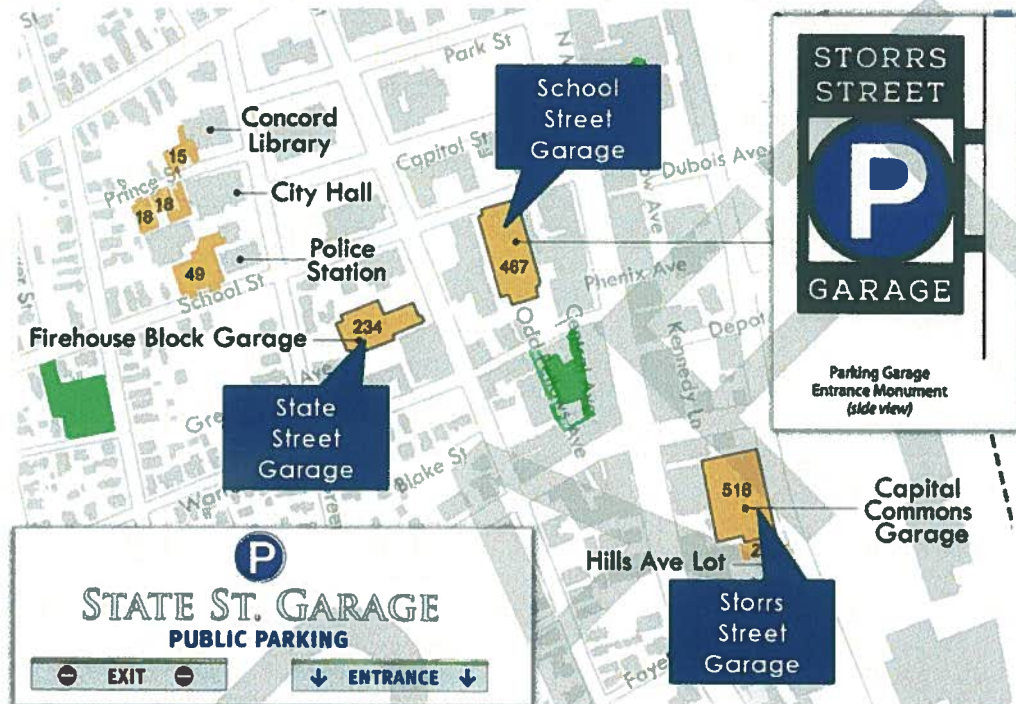


Working with the ongoing Signage project, the City should take the following elements into consideration:

- Define unified and clear design rules for all parking and wayfinding signage in downtown;
- Renaming and branding the municipal public garages based on their locations (Figure 108)
- Identify free and long-term parking locations;

- Identify major points of interests (such as the State House, City Hall, Capitol Center for the Arts, etc);
- Guide pedestrians back to their car in the easiest and shortest way.

Figure 108 Suggested Garage Branding



TECHNOLOGY

Parking management technology has come a long way since standard meters were introduced nearly a century ago. Many meter innovations dramatically changed the operations and management of parking, both for the user and the operator. Upgrades in technology have increasingly enhanced the customer and visitor parking experiences, made more efficient use of enforcement personnel, and simplified the evaluation and monitoring of parking utilization.

Where implemented, parkers are able to utilize a number of mobile and web-based applications to plan their trips ahead of time and find parking with ease. Similarly, drivers no longer need to wonder if or where parking is available; new signing systems are able to provide dynamic and live information on parking availability.

In the past, Concord's downtown parking system was managed by traditional coin-operated meters. Six years ago, the City installed 76 Calkins kiosk pay stations to replace a majority of the old meters, and adopted a pay-and-display method for on-street parking. However, this type of kiosk technology does not provide the most convenient or customer-friendly approach to parking downtown. Having to display the payment receipts at their car window shield, people found this payment technology really disturbing during snow days, with kids, or for elderly. And with those old meters that haven't been replaced, customers, employees and even businesses may be frustrated by the search for change just to pay the meters, detracting from the downtown

experience. Input from the public meetings and the online survey reveal that new parking payment technology is preferable choice.

The City of Concord should consider adopting new payment technology, such as:

- **Smart meters** on-street that accept debit/credit cards and could fit into existing meter poles.
- **Pay by license plate** kiosks, which uses one kiosk for multiple parking spaces, where the user can pay with coin or credit, and the payment is linked to their license plate. Pay by plate technology can also replace the permit program hangtag system, where users would not need to display a hangtag, but instead their license plate would be linked with their purchase of a monthly permit.
- **Pay by phone**, where a parker can pay to park (or add time) via a cellphone. This strategy eliminates the need for coins, allows people to receive text messages notifying them that their time is about to expire as well as extend legal parking time by paying remotely. Additionally, upon returning to their vehicle, a person may terminate the parking session and avoid paying for time that will not be used.
- **In-car Meters**, are small devices which are loaded with pre-paid parking time. The user displays the meter in their car, often on the dashboard or hanging from the rearview mirror, and activates the device when parked at a metered space. The digital display counts down the amount of paid parking time remaining, allowing a parking enforcement officer to see through the window that the car is legally paying for the parking time. This strategy is popular with frequent users of metered parking areas, especially those who are constantly “in and out”.
- In the long term, **real-time availability information** could be available to help drivers navigate in downtown, especially during the peak hours showing which facility is full and which still has spaces.

6.3 SUPPORTIVE STRATEGIES

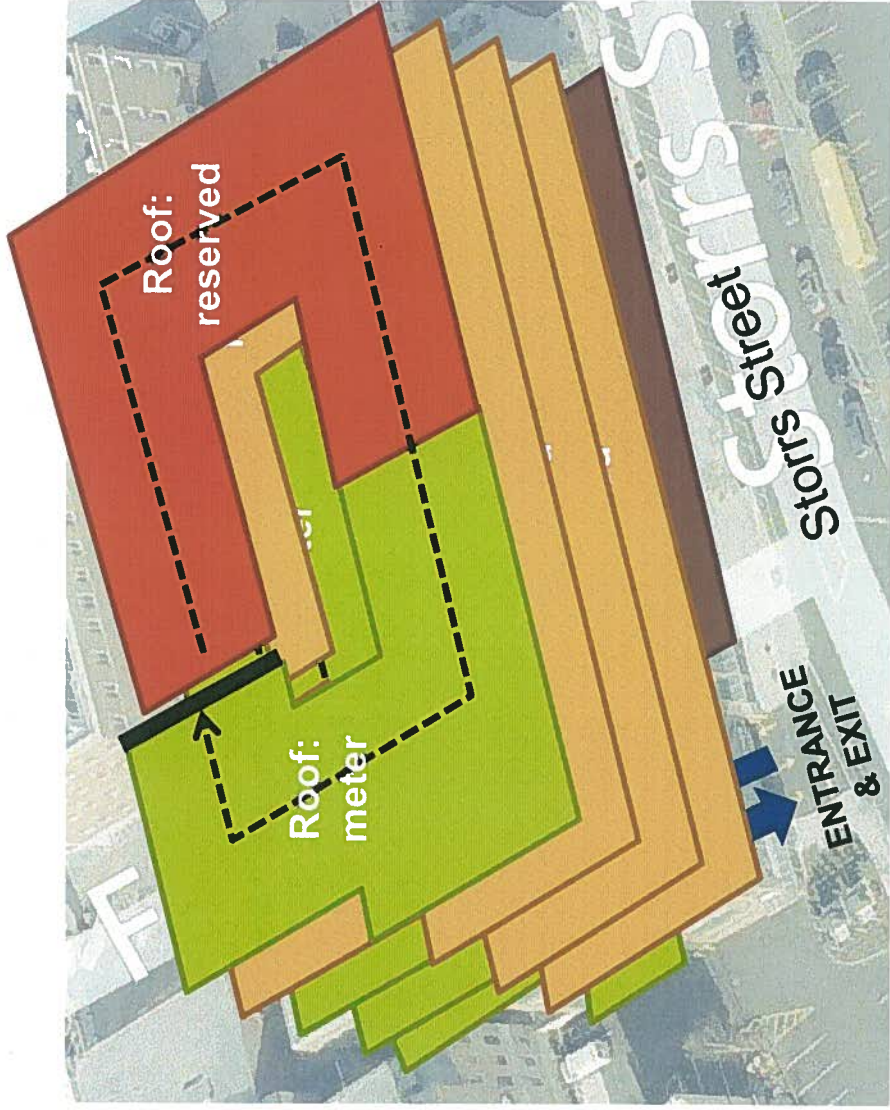
The City has a varied and wide range of responsibilities with respect to managing the parking supply. These responsibilities go above and beyond pricing and technology - this should also include parking enforcement, pedestrian access improvement, transportation demand management programs, mobilizing underutilized private facilities, and more. Although many of these functions - and the others that exist - lay within various departments within the City government, they all must be coordinated and consistent. Under a holistic administration structure, the following management strategies are recommended to improve administration of the parking system:

- **Shared Parking Program**, where the City brokers shared parking agreements with or between private parties;
- **Friendlier Enforcement**, with adoption of upgraded parking ambassador program to support the overall system;
- **Governance/Administration**, to better coordinate City's parking operations and management;
- **Multimodal Access**, including improving pedestrian access, upgrading pedestrian connections and infrastructure, transit amenities, and bicycle racks and facilities.

Leased parking is taking up the most premium and convenient spaces

Capital Commons Summary		
Type of Space		Quantity
Leased		391
Metered \$0.5/hr		125
Total		516

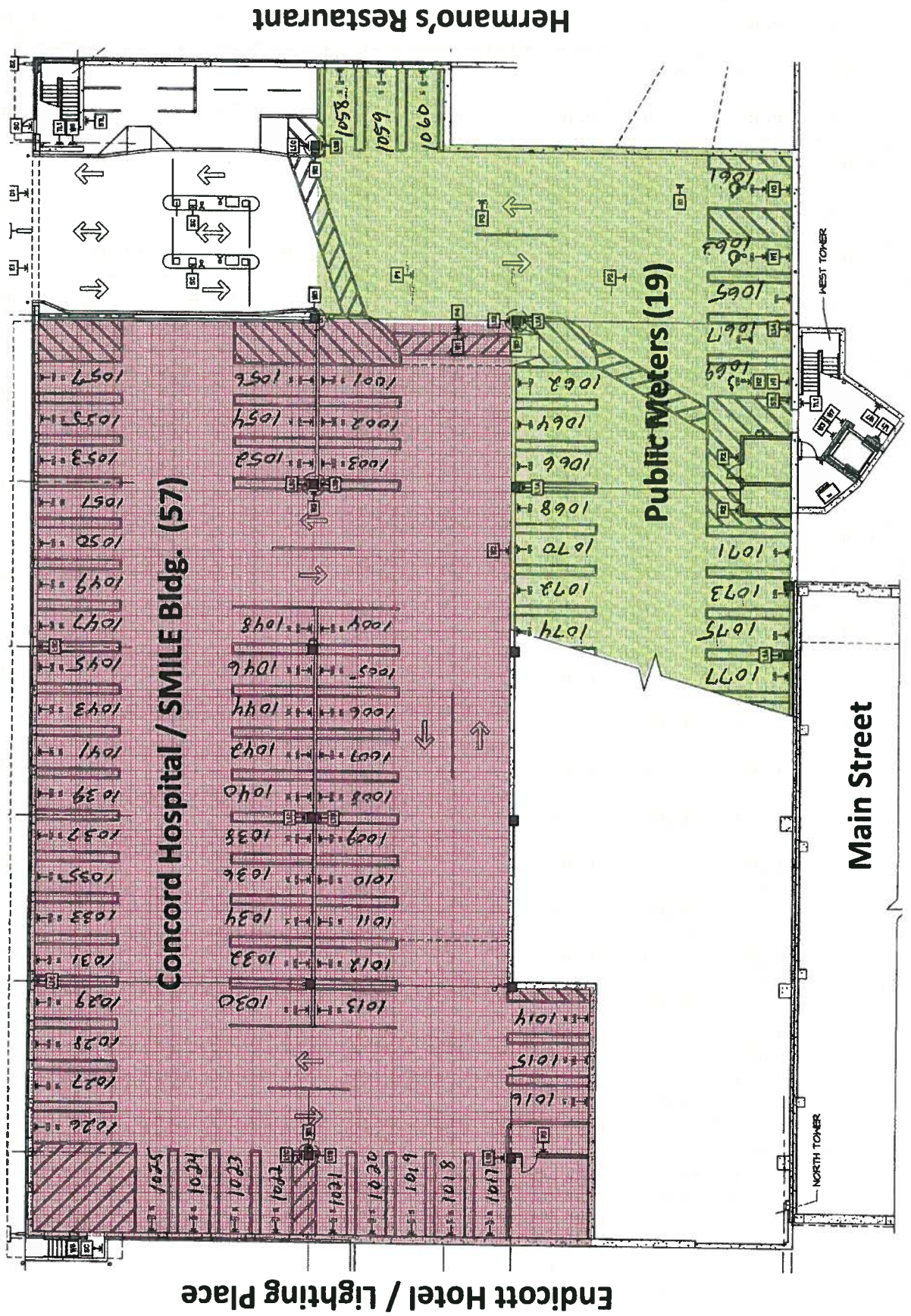
- Roof:
 - Meter & Reserved
- 4th Floor
 - Meter & Reserved
- 3rd Floor
 - Meter & Reserved
- 2nd Floor
 - Meter & Reserved
- 1st Floor
 - Meter & Reserved



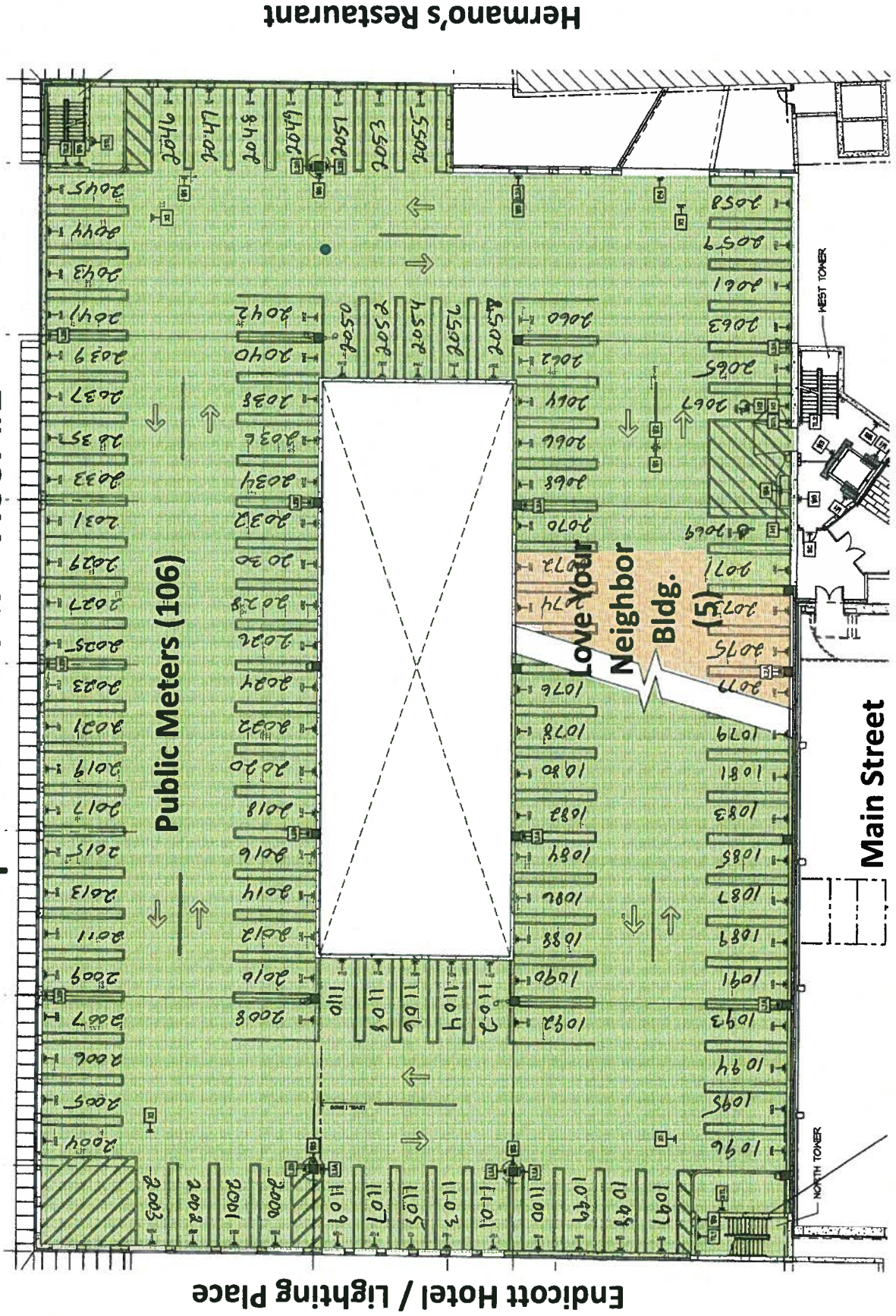
Capital Commons Garage Relocation Plan for Leased & Public Parking Spaces

January 30, 2015

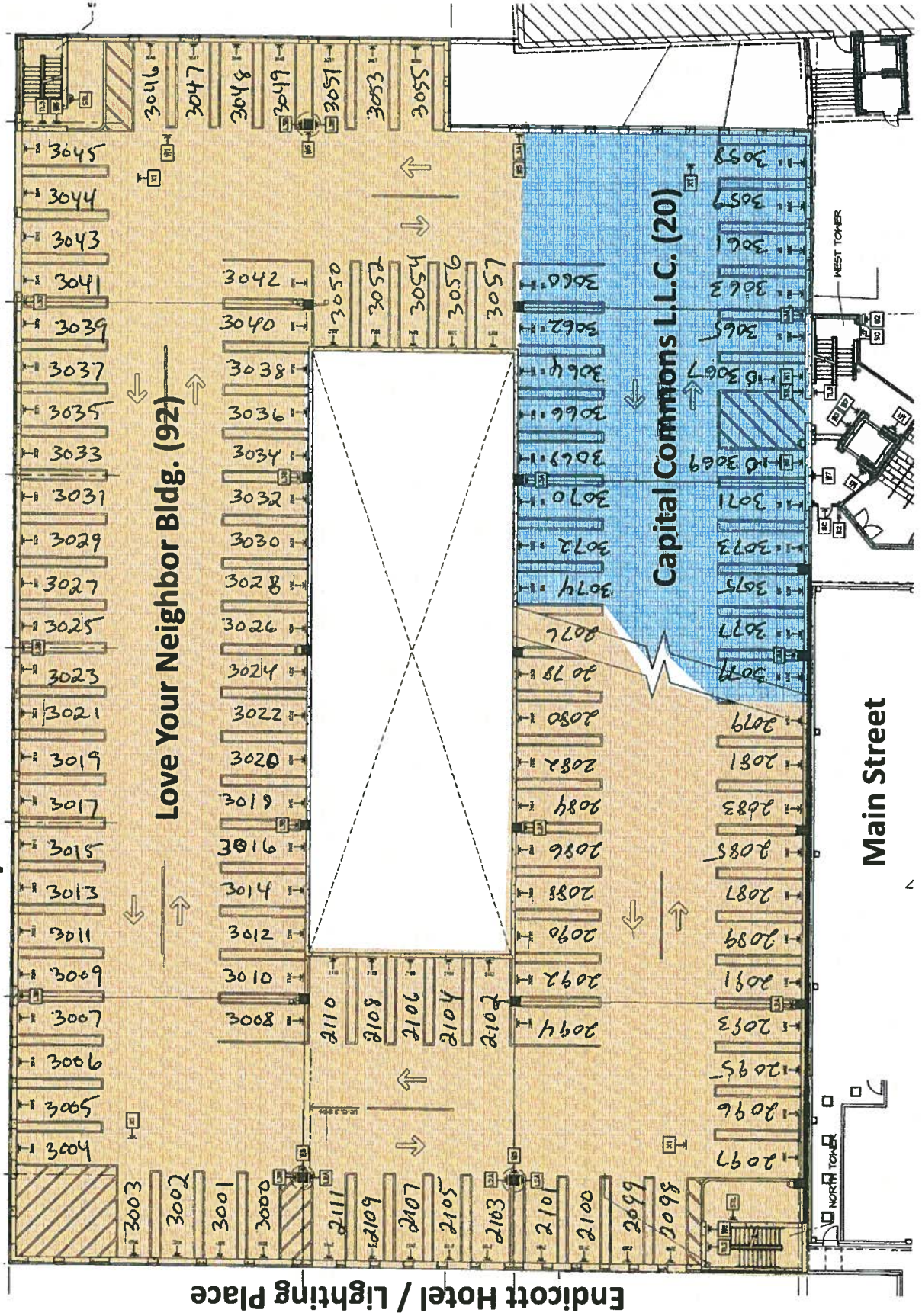
Capital Commons – Floor #1



Capital Commons – Floor #2



Capital Commons – Floor #3



Main Street

Endicott Hotel / Lighting Place

